Position Description

Position Title: Executive – Digital Assets

Organisation: Fondazzjoni Kreattività

Responsible to: Marketing and Communications Senior Manager

Department: Marketing and Communications

Overall Purpose of Position

The Digital Assets Executive reports to the Marketing and Communications Senior Manager, and will be responsible for Fondazzjoni Kreattività’s online experience which includes the management and maintenance of multiple websites, a bespoke events booking system, weekly newsletters, and a growing social media presence. Apart from having a strong general IT background, the selected candidate will also be highly conversant with WordPress, and the utilisation of Customer Relationship Management (CRM) systems. This position will also be instrumental to the set-up and maintenance of a digital archive and records management system which is to be integrated with one of Fondazzjoni’s websites.

Main Responsibilities

- Wordpress website development (developing page layouts with our graphic designer, forms management including maintaining Zapier integration, general maintenance of platform, monitoring uploads from Communications team, enhancing existing navigation and CSS / HTML);
- Managing the integrated online Shop (WooCommerce, via Wordpress);
- Managing web hosting and domains;
- Synology NAS management;
- Google Admin / G Suite administration for Fondazzjoni staff;
- Management of uploads to Eventive VOD and live streaming platform;
- Compiling regular statistics for marketing analysis from websites (Google Analytics), social media, Eventive VOD and livestream platform, on-site people counters;
- Cultivating our archive of events data (monitoring the deposit of files created by Programmes and Communications teams, moving files from Google Drive);
- Setting-up and maintaining a digital archive and records management system to recover and document the Fondazzjoni’s past, present and future activities / material / events
• Administration and ongoing development of our events management system, Priava (developing reports, inventory, upgrades and user support)

Self-improvement

• To be well informed and up-to-date on current and emerging industry and sectoral policy and industry development programmes, audience development – particularly from an IT perspective – market research, and the techniques used to gain maximum public relations benefits.

• To maintain a good knowledge of current trends in customer experience management, introduce and develop new technologies, and ensure the proper application and uptake of reforms, upgrades and updates to the systems in place as necessary, on an ongoing basis.

• To undertake cultural leadership and IT management training within the context of a Continuous Professional Development Programme agreed with the Marketing & Communications Senior Manager, with a focus on communication tools and techniques.

• From time to time the Officer shall attend for training related to the position.

Other/s

• Must be an ambitious self-starter with high energy, motivation and great interest in design and creativity within the sector.

Supervision Received

• Direction from the Marketing and Communications Senior Manager.

Consultation

• The direct line manager and the management team at Fondazzjoni Kreattività;

• The communications coordinators of Public Cultural Organisations and the Ministry responsible for Culture;

• The communications coordinators, or representatives, of the Fondazzjoni’s partners and collaborators.
Working Conditions

- Will be required to work late or on weekends or public holidays to meet deadlines.

Required Skills and Competencies

- Advanced experience with Wordpress (including CSS and PHP, basic SQL)
- Experienced in G Suite administration
- Familiarity with events management and CRM software, ideally with Priava
- Familiarity with web domain registration, DNS, etc
- Familiarity with Synology NAS management
- Confidence with adaptation of new systems and technologies as necessary;
- Highly familiar with new media including the use of social networking for business and audience development;
- Excellent knowledge of SEO best practices, strategy principles and concepts for assets and digital content;
- Solid knowledge of web publishing and content management systems best practices/standards;
- Sound experience in data governance, standards and process development;
- Solid ability to work with Microsoft Office Suite, Google Analytics or other tool, HTML/CSS and SEO Implementation;
- Good knowledge of Adobe Creative Cloud; familiarity with Photoshop, In Design, Illustrator, Premiere Pro, and After Effects;
- Ability to organise, plan and prioritise own work and work schedules as projects.

Qualifications and Experience

- A recognised Master’s qualification at MQF Level 7 in an I.T. Related discipline or a comparable professional qualification, plus one (1) year relevant work experience; OR

- A recognised Bachelor’s qualification at MQF Level 6 in I.T. Related discipline or a comparable professional qualification plus three (3) years relevant work experience

Other requirements

- Ability to work in a team;
- Excellent written and verbal communication skills in both Maltese and English;
- A commitment to customer service and quality management;
- Strong interest in the arts;
- Strong creative flair;
- Clean Police Conduct Certificate;
• Clean driving licence ‘B’ is an asset.

Interested candidates are to send an application letter with a detailed CV to applications@kreattivita.org by not later than noon 3rd March 2021.
Position Contract and Salary

<table>
<thead>
<tr>
<th>Position Title:</th>
<th>Executive – Digital Assets</th>
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<tbody>
<tr>
<td>Organisation:</td>
<td>Fondazzjoni Kreattività</td>
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<tr>
<td>Responsible to:</td>
<td>Senior Manager – Marketing and Communications</td>
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<tr>
<td>Department:</td>
<td>Marketing Department</td>
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Contract of Employment

The Position of Executive – Digital Assets will be in Grade 5 of the salary structure 2019 – 2022, on an indefinite contract.

Remuneration

The remuneration to the position will be as follows:

<table>
<thead>
<tr>
<th></th>
<th>Annual Salary</th>
<th>Annual Disturbance Allowance</th>
<th>Annual Performance Bonus</th>
<th>Government Bonus</th>
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<tbody>
<tr>
<td></td>
<td>Annual Salary Includes (annual Increment of €808.00 and Increase of €531.00)</td>
<td>Up to 15%</td>
<td>Up to 10%</td>
<td>Full entitlement</td>
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<tr>
<td>2020</td>
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<td>2021</td>
<td>€25,656.00</td>
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<td>2022</td>
<td>€26,995.00</td>
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The Executive will be paid thirteen (13) salaries per annum. The annual increase will be included with the first salary payment of each year, whilst the Annual increment will included with the first salary payment of the year from the day of employment.

The executive will be fully entitled for the Government Bonus, Annual Vacation leave and Sick Leave as stipulated by Laws of Malta and for up to 15% Annual Disturbance Allowance and up to 10% Annual Performance Bonus.